

## WHAT IS CLAIMED IS:

1. A method for effecting a connection between a user node on a network and a destination node on the network with an audio program, comprising the steps of:
- playing at the user node the audio program having embedded therein a unique code;
- detecting the unique code at the user node during the playing of the audio program at the user node;
- in response to detecting the output of the unique code during playing of the audio program at the user node, causing the user node to be interconnected with the destination node over the network such that the destination node can transmit information to the user node.
2. The method of Claim 1, wherein the step of causing the destination node to be connected to the user node comprises the steps of:
- transmitting information regarding the unique code over the network to an intermediate node on the network;
- matching the information regarding the unique code transmitted to the intermediate node from the user node with routing information stored in a routing database at the intermediate node, which routing information defines a location on the network of a plurality of destination nodes, the routing information in the routing database, such that the routing database provides a relationship between the unique code in the audio program and the routing information to the destination node; and
- if there is a match, then causing the destination node and the user node to be connected together such that the destination node can transfer information to the user node.

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3. A method for effecting a connection between a user node on a network and a destination node on the network with an audio program, comprising the steps of:
- playing at the user node the audio program having embedded therein a unique code;
- 5 detecting the unique code at the user node during the playing of the audio program at the user node;
- in response to detecting output of the unique code during playing of the audio program at the user node, transmitting information regarding the unique code over the network to an intermediate node on the network;
- 10 matching the received information regarding the unique code with routing information stored in a database at the intermediate node, which routing information defines the location on the network of a plurality of destination nodes, the database having stored therein a correspondence between unique codes and select ones of the destination nodes; and
- 15 if there is a match between the received unique code and a unique code stored in the database, causing the destination node and the user node to be connected over the network with the corresponding routing information, such that the destination node can transmit information to the user node.

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4. The method of Claim 3, wherein the unique code is an audible code.
5. The method of Claim 3, wherein the unique code comprises a unique tone.
6. The method of Claim 3, wherein the transmitted information regarding the unique code comprises substantially all of the unique code.

7. The method of Claim 3, wherein the network comprises a global communication network.

8. The method of Claim 3, wherein the step of causing the destination node and the user node to be connected if there is a match comprises:

transmitting back to the user node the routing information determined to be stored in the database and corresponding to the received unique code as associated with the information regarding the unique code at the intermediate node;

the user node utilizing the received routing information to effect a connection to the destination node from the user node; and

the destination node, in response to being connected to the user node via the routing information, operable to transfer information to the user node.

9. The method of Claim 8, wherein the user node further includes user ID information that uniquely identifies the user node, and wherein the database at the intermediate node includes a stored profile which is associated therein with the user ID information of the user node, and wherein the step of transmitting information regarding the unique code over the network to the intermediate node also includes transmitting the user ID information to the intermediate node and the step of matching the information regarding the unique code with the routing information in the database further comprises matching the received user ID information of the user node with stored profile information associated with the received user ID information, and wherein the step of transmitting back to the user node the routing information further includes appending to the routing information the stored profile information, wherein the stored profile information is transmitted to the destination node via the user node.

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a detector for detecting said unique code at the user node during play of the audio program at the user node;

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12. A system for effecting a connection between a user node on a network and a destination node on the network with an audio program, comprising:

a unique code embedded within the audio program, the audio program playing at the user node;

a detector for detecting said unique code at the user node during play of the audio program at the user node;

an intermediate node disposed on the network for receiving information regarding said unique code, said information regarding said unique code transmitted over the network to said intermediate node in response to said detector detecting output of said unique code during play of the audio program at the user node;

routing information stored in a database at said intermediate node, such that said routing information is matched with said received information regarding said unique code, which said routing information defines a location on the network having a plurality of destination nodes, said database having stored therein a correspondence between unique codes and select ones of the destination nodes; and

if there is a match between said received unique code and a unique code stored in said database, causing the destination node and the user node to be connected over the network with the corresponding said routing information such that the destination node can transmit information to the user node.

13. The system of Claim 12, wherein said unique code is an audible code.

14. The system of Claim 12, wherein said unique code comprises a unique tone.

15. The system of Claim 12, wherein said transmitted information regarding said unique code comprises substantially all of said unique code.

16. The system of Claim 12, wherein the network comprises a global communication network.

17. The system of Claim 12, wherein if there is a match, said routing information determined to be stored in said database and corresponding to said received unique code as associated with said information regarding said unique code at said intermediate node is transmitted back to the user node, the user node utilizing said received routing information to effect a connection to the destination node from the user node, the destination node in response to being connected to the user node via said routing information is operable to transfer information to the user node.

18. The system of Claim 17, wherein the user node further includes user ID information which uniquely identified the user node, and wherein said database at said intermediate node includes a stored profile which is associated therein with said user ID information at the user node, and wherein said user ID information is transmitted to said intermediate node, the received said user ID information of the user node is matched with stored profile information associated with said received user ID information, and wherein said stored profile information is appended to such routing information such that said stored profile information is transmitted to the destination node via the user node.

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